

Longmont Downtown Development Authority
Wednesday, March 27, 2024 Board Minutes
4:17 pm – 320 Main St.

Present: Ex-officio Member: City of Longmont, Jim Golden; Chris McGilvray, Wes Parker, Jim Wardell

Absent: John Creighton, Kirsten Pellicer, Joe Perrotto, Shiquita Yarbrough

Staff: Executive Director: Kimberlee McKee; Del Rae Heiser, Colin Argys, Emelie Torres

1. REGULAR MEETING CALLED TO ORDER AND SILENT ROLL TAKING

There was no board quorum, discussion took place as noted below.

2. PUBLIC INVITED TO BE HEARD (5 MINUTE MAX PER SPEAKER) - none

3. NEW BUSINESS

a. Data Update

Menti Meter results from all business owners meeting on March 13, 2023 were shared:

- Most voted - texting is a great reminder and would opt in, include link with good information
- Texting platform cost is \$3,000/year.
- How is LDDA doing yielded mid results - support, events, clean & safe marketing, business services etc.
- Amenities needed - more clothing stores, health food, groceries, fast food, pharmacy, bakery, housing, night life, office supplies, affordable housing close to downtown with transport links
- Transportation changes in the next 10 years:
 - Highest scoring was train connecting from Ft. Collins to Pueblo with stop at 1st and Main
 - Greenways/trails connecting to downtown and other parts of the community
 - E-Bike sharing
 - Better sidewalks and improved alleys

Jim W. asked about micro transit availability outside of downtown. An offsite lot is a possibility for passenger pick-up and drop-off.

- Other priorities to consider include: parking, safety, nightlife, open consumption, destination tourism, pedestrian experience, disability access, traffic calming, police presence, pedestrian experience, signage on south Main, keep local businesses and not franchises, green gathering spaces, diversity, and foot traffic
- Placemaking efforts focus: south to north of the downtown district
- Connectivity efforts: mostly south, central, and north of the district
- Property development efforts: mostly east of the district, south and north of district

b. Retreat Follow up

1. Update on Approachable Downtown takeaways:

Staff met with Jenny Diaz-Leon and Adriana Perea, presenters from the board retreat.

They talked about ideas for community involvement, adding international flags on breezeways, and start building relationships with outside organizations. Their organization and the museum meet quarterly for cultural events and gathering.

2. Three questions for engagement

What 3 questions should the board to ask people around downtown?

Kimberlee shared other possible questions and will send the information for future board meeting discussion.

3. 600 Main Redevelopment follow up

600 Main redevelopment and St. Stephen's Plaza – Spaces need strong community engaging gathering spaces and engagement so these bring people together. Install playful

activities and games, and design spaces that are part of something new. Chalets could be placed at 600 Main and partner funding with the Recreation Services for events.

Kimberlee asked if the board would be interested investing on this project.

Chris loved the idea of bringing diverse community together. He asked about staff capacity and long-term strategy. Short term investment may be better.

Jim W. asked about footprint and attendance capacity. Streetscape will need to be strategized.

Kimberlee talked to TinkerMill about building games or installations that are flexible and easy to put away for other usage of space. Visit Longmont is interested in the current structure for a visitor center.

Wes agreed with Chris and asked if people would actually use the games.

Kimberlee plans to get community engagement to gauge responses for good uses of spaces. She would also consult with cultural brokers and architects who specialize on community engagement projects.

Jim W. suggested holding charrettes, and possibly generate funds for temporary use of space from other entities prior to start of project. Current lease will end in October 2023.

4. Clean and Safe Programs - Do we need to look at other ways for the program?

Wes cited safety issues next to his business with homelessness coming back to downtown. Patrol presence during nighttime may be helpful to deter this.

Jim W. stated that he has seen an increase of weekend trash around some establishments and trash cans on Main St. Trash exteriors will need to be cleaned as these could deter people from throwing trash inside.

Kimberlee will get pricing on night patrol and plan to replace the rest of trash cans with 'Big Bellies' that have locking mechanisms and difficult to dig through.

4. OLD BUSINESS

5. LONGMONT CREATIVE DISTRICT UPDATE

The organization started interviews for the coordinator position. They are down to 3 interviews and will offer the position to a candidate soon.

6. FINANCE REPORT - none to report this time

7. EXECUTIVE DIRECTOR'S REPORT

a. Development Update

A Social post of 6 new restaurants under construction generated a large response from community, mostly positive.

Parking lot on 300 East reopened due to final changes on closing documents. There have been complaints on accidents on 3rd Ave. due to removal of sidewalk, fencing and narrower street, making it harder to see when vehicles turn on corners. Businesses on 3rd Ave. were also concerned. Updates have been made to façade agreement to reflect payments over time.

Kimberlee met with prospects for new redevelopments.

A new redevelopment person, Laura Moody, was hired by the city and will help with land study for future investors. Chris suggested inviting her to the next board meeting.

Jim W. noticed homelessness behind Winchell's.

Spoke on Coffman update - DDA staff met with Boulder County Housing Authority staff and police about maintenance and cleanliness. Garage has been cleaned, a DDA contractor is cleaning stairwells twice a week and carpet in elevator was removed. DDA will keep monitoring progress.

Kimberlee shared that the city made a video on garage parking and was informative.

Jim W. mentioned informational banners on other parking lots are not visible to people or they don't read them because many are still not aware of it.

Chris asked overall sense with business climate. Restaurant sales were slightly down in January but businesses are optimistic mostly. There are new investment interests.

Costume Crawl in February drew a lot of people and participating businesses were empowered.

John mentioned to Kimberlee in an email that businesses were worried about Coffman Street construction.

Chris stated his concern with minimum wage increase due to budget constraints. As an employer, it didn't mean higher/more pay to an employee as hours would need to be adjusted to fit within

- the payroll budget. Kimberlee invited him to the next retail meeting on April 15, 2024 with Marta Loachamin, Boulder County Commissioner, who will speak about minimum wage.
8. ITEMS FROM STAFF
Del Rae shared Clean and Green event is on Sat, April 20, 2023. Sponsors are City of Longmont, 99 Bar Saloon, providing lunch, MECO Coffee, providing breakfast, St. Vrain Soap and IBeam will sponsor supplies, and BBP will provide t-shirts for the volunteers.
 9. BOARD MEMBER COMMENTS - none
 10. ADJOURN 5:49 pm.

Respectfully yours,

Kimberlee McKee
Executive Director, LDDA

Chris McGilvray
Board Chair, LDDA